

Dear Partners and Stakeholders,

Happy New Year 2022

We hope you have had a good holiday season, however you celebrated.

Our Welcome Ambassadors have been busy greeting visitors enjoying holiday shopping and festivities throughout our area. One Welcome Ambassador witnessed and photographed both a wedding and a proposal in the Union Square Park, both on 23 December!

The San Francisco Standard wrote an article and produced a video focused on a day in the life of one of our ambassadors, Brian Debellevue. The article was shared through Mayor Breed's and SF Travel's social media channels. Enjoy the story here: <https://sfstandard.com/can-san-franciscos-new-welcome-ambassadors-uplift-the-citys-image/>

The size of our team has stayed constant, and we are continuing to recruit more ambassadors. As a reminder the program operates 7 days per week and hours vary based on location and day of the week, generally between 8am to 8pm in key areas frequented by visitors and office workers. During the height of a weekday there are still approximately 14 ambassadors on duty and on weekends, there are about 20 ambassadors. We will grow the team to about 50 ambassadors deployed at the height of day. Since the last newsletter in addition to their regular locations, the ambassadors have been deployed to support special events such as:

- Hilton Hotel VIP, future meeting planner group on 30 November
- San Francisco Travel Annual Luncheon on 1 December
- Let's Glow SF opening on 3 December and throughout installation
- Holiday Trolley Carolers at Yerba Buena Gardens on 3 December
- SEMICON and DAC, simultaneous conventions 5-9 Dec
- Cannabis convention 15-17 Dec

Please let us know if you would like Welcome Ambassadors to support your district's or business's special event or team members returning to the office. We will do our best to accommodate your request based on location and availability of ambassadors.

Despite the very mixed weather the Welcome Ambassadors continue to provide a friendly welcome during commute hours at the main transit stops from Powell St to the Ferry Building, as well as offering help with directions, recommendations and assistance in key tourist areas including Fisherman's Wharf, Chinatown, and North Beach. A map of where ambassadors are present can be found [here](#) From the program's soft launch on October 7 to December 31, the ambassadors have had over 200,000 interactions with visitors, office workers, commuters, and residents. These figures are from 1-31 December:

Attraction/Museum Info Provided	16,865
Business Contact	191
Business Information Provided	4678
Collateral Provided	72
Directions Provided	14,125

Event Information Provided	426
Hospitality Escort	431
Photo Assistance Provided	5,937
Positive Neighbor Engagement	1819
Program Info Provided	126
Public Greeting	178,964
Restaurant Recommendation	445
Translation Provided	16
Umbrella Escort	23
Welfare Check	18

Help us spread the word about the Welcome Ambassadors! Feel free to share this update with your team members and follow San Francisco Travel on social media and like/share updates about the program:

- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)

You can also post photos of ambassadors with the hashtags:

- #onlyinSF
- #ourgateisopen
- #SFwelcomesyou

We are currently working on a marketing kit with templates for your social media platforms and newsletters. We hope you will help us market and amplify this program that supports San Francisco's economic recovery.

We wish everyone a healthy, happy, and prosperous New Year and look forward to connecting with you.



